

Historic, Archive Document

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Annual Catalog

SEASON 1931

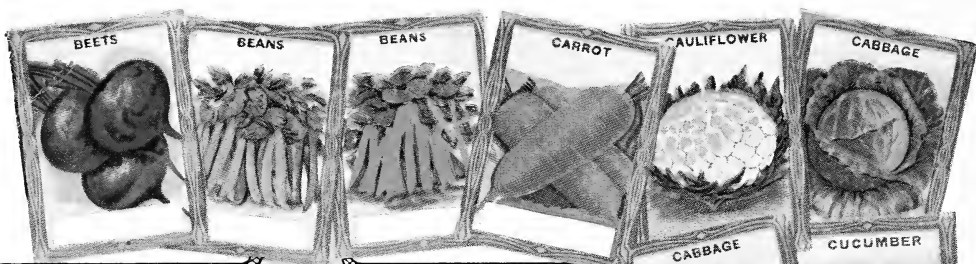


ROCHELLE SEED COMPANY

Dewey Avenue and Main Street

ROCHELLE, ILLINOIS

Vegetable Seed Trials



A Word About Sowing Seeds

Many gardening failures are traceable directly to faulty covering of seeds. A good rule to keep in mind is to cover the seeds to the extent of twice their thickness. On light, sandy soil deeper covering may be practiced than on heavy, clay soils. And last but not least, without timely and diligent cultivation, a garden will be either a partial or total failure.

ROCHELLE SEED COMPANY.



WIZARD BRAND SHEEP MANURE is great stuff for the garden
Try a sack of it

WALLACE-HOMESTEAD COMPANY, DES MOINES, IOWA

Information for Purchasers

OUR ITEMS ARE STRICTLY CASH WITH ORDER. We do nothing C. O. D. Every item entering into the seed business is strictly spot cash. Cash buys the best of everything. When cost of seed, postage and other necessary expense is paid, high grade seeds are sold on a very small margin of profit. It is not big profits in a single order, but the large number of orders we receive enables us to make the low prices and give you the most possible for your money.

HOW TO SEND MONEY. Remittance may be sent at our risk by any of the following methods, viz: Postal Money Order, Draft on New York or Chicago, or Express Company Money Order.

WE PAY POSTAGE on all vegetable or flower seed quoted by the packet, ounce or pound (except where otherwise noted) and guarantee safe delivery at any post office of the United States, provided that orders for peas, beans and corn shall also include a reasonable amount of other flower and vegetable seeds.

IT MATTERS NOT HOW SMALL YOUR ORDER, nor what you may want in the seed line, we shall be glad to hear from you even for one packet; it will have our best attention. Our ambition is to serve you in a manner that will make you one of our satisfied customers.

GUARANTEE. Complaints made that seeds are not good should quite as often be attributed to other causes as to the quality of the seeds. There are hundreds of contingents constantly arising to prevent the best of seeds giving satisfaction, such as sowing too deep or too shallow, in too wet or dry soil, insects of all kinds destroying the plants as soon as they appear, wet weather, cold weather, frosts, chemical changes in the seeds induced by temperature, etc. For the above reasons it is impractical to guarantee seeds under all circumstances, yet at the same time, we exercise the greatest care in seeing that our seeds are fresh and true to name, knowing that your success is ours, and that a satisfied customer is our best advertisement. Therefore we do not in any way, express or implied, guarantee the description, quality, productiveness or any other matter of any seeds sold by us, and we will not in any way be responsible for the crop. If the purchaser does not accept these goods on the above terms, no sale is made thereof, and he must return them at once and money will be refunded.

PRICES. In comparing our mail prices, especially on heavy seeds such as peas, beans and corn, by the packet, ounce or pound, **BEAR IN MIND WE PAY THE POSTAGE.** All we ask is that you give us your order for what light seeds you may need.

SPECIAL PRICES TO MARKET GARDENERS. Those who make a business of raising vegetables for the market, and who require large quantities of seeds are entitled to lower prices, owing to the fact that the expense of measuring and putting up the seeds in small packages is done away with. If you desire large amounts of seeds, we should advise you to write for special quotations on the quantities desired before placing your order.

ORDER EARLY. It is important to order as soon after you get this catalogue as convenient, then you will have your seeds on hand for planting when you want them. Besides if you order early, you have a chance to test your seeds and satisfy yourself they are of good germination before planting them.

ERRORS. The utmost care is taken in our house to fill orders accurately, but if an error occurs, as will sometimes be the case in any business house, please notify us at once, and it will be promptly and cheerfully corrected. Shortage or other loss, however, must be reported at once upon receipt of goods or no claims will be allowed.

OUR SEED TRADE is entirely through this catalogue. We send no commission seeds, but devote all our endeavors to supplying our trade with the finest stock obtainable. The substantial increase in our business each year assure us that our efforts are not in vain.

Rochelle Seed Company

Rochelle, Illinois



Our office and warehouse is located at Main Street and Dewey Avenue (Just north of C. & N. W. Depot). Come to see us. Phone Number 252. Our facilities to serve you are greatly improved. You'll like our service.

Free Seeds On orders amounting to \$2.00 or over, you may select 25c worth of seed free. This applies only to garden and flower seeds.

Vegetable Seeds



Washington Asparagus

ASPARAGUS	Pkt.	Oz.	½ Lb.	1 Lb.	2 Lbs.
Washington10	.20
Conover's Colossal05	.10
Palmetto05	.10

BEANS—Wax or Early Pod'd Bush

Davis Kidney Wax.....	.1025	.45	.80
Golden Wax1025	.45	.80
Wardwell's Kidney Wax.....	.1025	.45	.80
Black Wax1025	.45	.80
Webber Wax1025	.45	.80
Currie's Rust Proof.....	.1025	.45	.80

(Green Podded Varieties)

		½	1	2
Stringless	Pkt.	Lb.	Lb.	Lbs.
Green Pod.....	.10	.25	.45	.80
Longfellow10	.25	.45	.80
Red Valentine10	.25	.45	.80



Golden Wax Beans

POLE BEANS

Ky. Wonder.....	.10	.25	.45	.80
Speckled				
Cranberry.....	.10	.25	.45	.80
Lazy Wife10	.25	.45	.80

DWARF LIMA BEANS

Henderson's Bush10	.25	.45	.80
Imp. Bush Lima.....	.10	.25	.45	.80

POLE LIMA BEANS

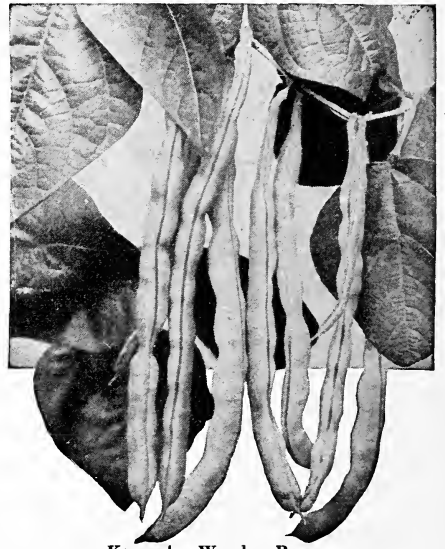
Seibert's Early				
Lima.....	.10	.25	.45	.80
Ideal Pole Lima.....	.10	.25	.45	.80
King of Garden.....	.10	.25	.45	.80

FIELD BEANS

Navy15	.25	.45
Red Kidney15	.25	.45

BEETS

	Pkt.	Oz.	½ Lb.	1 Lb.
Crosby Egyptian05	.10	.55	1.00
Crimson Globe.....	.05	.10	.55	1.00
Ex. Early Egypt'n05	.10	.55	1.00
Half Long Red.....	.05	.10	.55	1.00
Detroit Dark Red05	.10	.55	1.00



Kentucky Wonder Beans



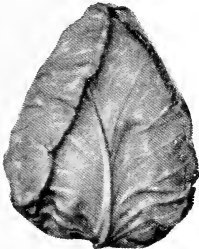
Lima Beans



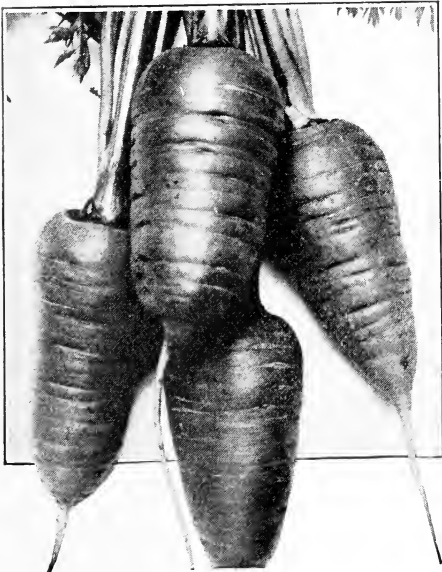
Crosby's Egyptian Beets



Giant Half Sugar Beets



Early Winningstadt Cabbage



Danver's Half Long Carrots



Celery Cabbage



Copenhagen Market Cabbage

SWISS CHARD	Pkt.	Oz.	½ Lb.	1 Lb.
Silver Leaf05	.10
Lucullus05	.10

CATTLE BEETS or MANGEL WURZELS

Giant Half Sugar.....40	.75
Long Red40	.75

BRUSSELS SPROUTS05	.10
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CABBAGE

Early Winningstadt.....	.05	.25
Wakefield05	.25
Early Summer05	.25
Copenhagen Market.....	.05	.25
Sure Header05	.25
Fottler's Brunswick.....	.05	.25
Rock Red05	.25
Premium Flat Dutch.....	.05	.25
All Seasons05	.25
Hollander or Ball Head.....	.05	.25
Celery Cabbage.....	.05	.25

COLLARDS10	.15
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CARROTS

Oxheart05	.10
Early Scarlet Horn.....	.05	.10
Chantenay05	.10
Long Orange.....	.05	.10
Danvers05	.10

STOCK CARROTS

Mammoth White Belgian.....	.05	.10	.45	.85
Mammoth Yellow Belgian.....	.05	.10	.45	.85

CAULIFLOWER

Early Paris10
Early Snowball10
Dwarf Erfurt.....	.10



Swiss Chard



Brussels Sprouts

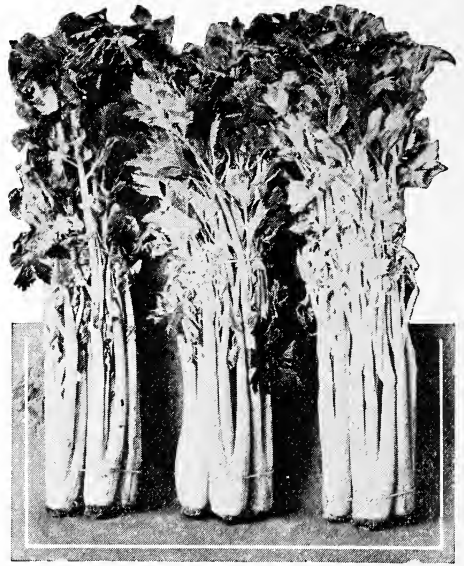
CELERY

	Pkt.	Oz.
White Plume05
Golden Self-Blanching10
Golden Heart05
Giant Pascal05

CELERIAC

Giant Prague05
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CRESS05	.10
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Celeriac

	1 Lb.	2 Lbs.
POP CORN		
Jap. Hulless15	.25
Queen's		
Golden15	.25
White Rice15	.25

Wholesale and Retail
Pop Corn for Popping
Purposes — Write for
Prices.

Golden Self-Blanching Celery

SWEET or SUGAR CORN	Pkt.	½ Lb.	1 Lb.	2 Lbs.
Peep O' Day10	.15	.25	.45
Golden Bantam10	.15	.25	.45
Golden Sunshine15	.20	.30	.55
Black Mexican10	.15	.25	.45
Early Minnesota10	.15	.25	.45
Evergreen10	.15	.25	.45
Country Gentleman10	.15	.25	.45
White Corey10	.15	.25	.45

CUCUMBER	Pkt.	Oz.	½ Lb.	1 Lb.
Green Cluster05	.10	.55	1.00
White Spine05	.10	.55	1.00
Early Frame05	.10	.55	1.00
Chicago Pickling05	.10	.55	1.00
Davis Perfect05	.10	.55	1.00
Long Green05	.10	.55	1.00
Thornburn's Everbearing05	.10	.55	1.00

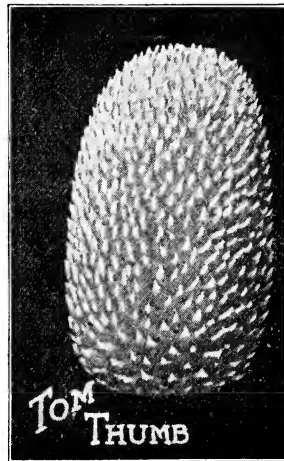


1. Davis Perfect

2. White Spine

3. Green Cluster

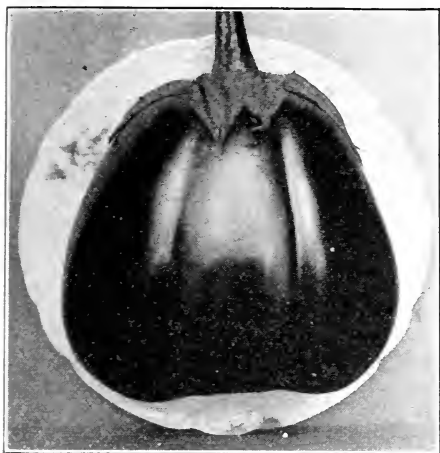
4. Long Green



Pop Corn



Country Gentleman



Black Beauty Egg Plant



Kale

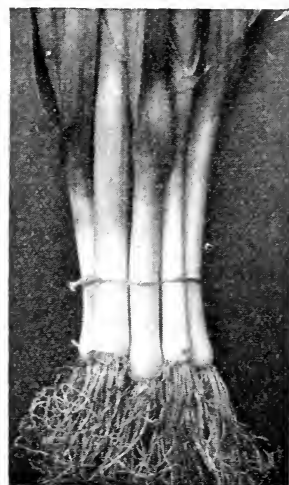


WHITE VIENNA KOHL-RABI



New York Head Lettuce

	Pkt.	Oz.
DILL05
ENDIVE		
Green Curled05	.10
White Curled05	.10
EGG PLANT		
Early Long Purple ..	.10
Black Beauty10
Imp. N. Y. Purple..	.10
KALE		
Dwarf German05	.10
Tall Green Curled..	.05	.10
KOHL RABI		
Purple Vienna05	.10
White Vienna.....	.05	.10
LEEK		
Large Careton.....	.05	.10

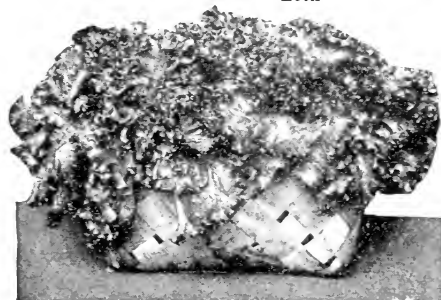


Leek

LETTUCE, Leaved	Pkt.	Oz.
Early Curled Simpson.....	.05	.10
Black Seeded Simpson.....	.05	.10
Grand Rapids05	.10
Prizehead05	.10

HEAD LETTUCE

Hanson05	.10
Boston Market05	.10
New York10	.15
Big Boston05	.10

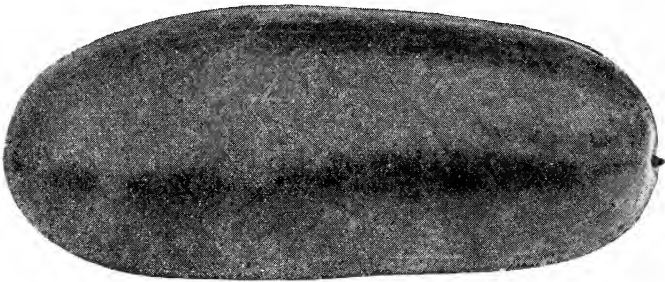


Grand Rapids Lettuce



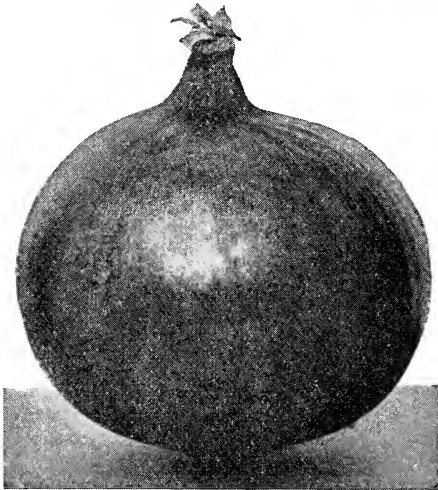
Emerald Gem Muskmelons

MUSKMELON	Pkt.	Oz.
Hearts of Gold.....	.05	.10
Netted Gem05	.10
Honey Dew05	.10
Rocky Ford05	.10
Emerald Gem05	.10
Barnard's Golden Hearted.....	.05	.10
Osage05	.10
Hackensack05	.10
Banana05	.10
Improved Large Nutmeg.....	.05	.10
Lake Champlain05	.10
Milwaukee Market05	.10

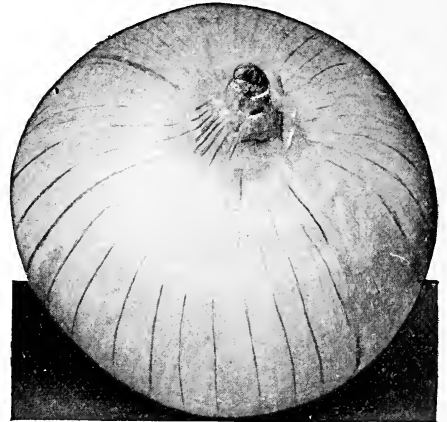


Tom Watson Watermelon

WATERMELON		
	Pkt.	Oz.
Cole's Early05	.10
Phinney's Early05	.10
Peerless or Ice Cream.....	.05	.10
Irish Gray05	.10
Halbert Honey05	.10
Tom Watson05	.10
Monte Cristo05	.10
Sweetheart05	.10
Citron05	.10

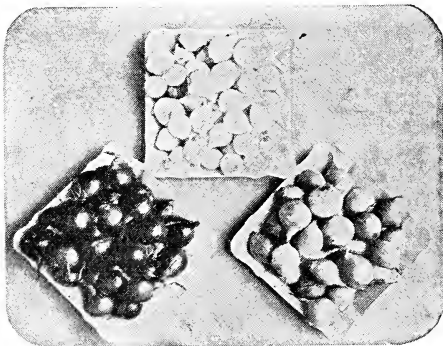


Red Wethersfield Onion

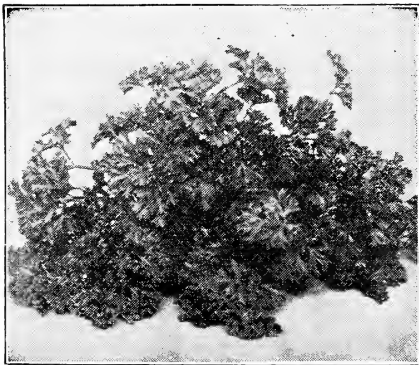


White Portugal Onion

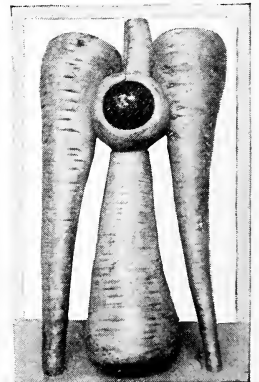
ONIONS	Pkt.	$\frac{1}{2}$ 1		
		Oz.	Lb.	Lb.
White Portugal05	.20	1.40	2.80
Southport White Globe .05	.20	1.40	2.80	
Prizetaker, Yellow Skin .05	.15	1.15	2.25	
Yellow Globe Danvers.. .05	.15	1.15	2.25	
Southport Yellow Globe .05	.15	1.15	2.25	
Southport Red Globe.... .05	.15	1.15	2.25	
Red Wethersfield05	.15	1.15	2.25
ONION PLANTS		Write for prices		
ONION SETS		1 Lb. 2 Lbs.		
White22		.40
Red20		.35
Yellow20		.35
PARSNIP		Pkt.	Oz.	
Hollow Crown05	.10	
Market Garden05	.10	
PARSLEY				
Champion Moss Curled.....		.05	.10	
PEANUTS		$\frac{1}{2}$ Lb.	1 Lb.	
Virginian25	.40	



Onion Sets



Champion Moss Curled Parsley



Hollow Crown Parsnips



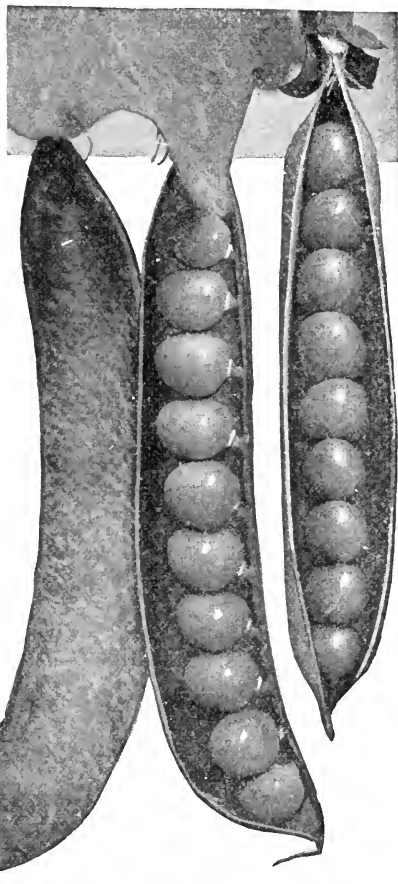
Ruby King Peppers

PEPPERS	Pkt.	Oz.
Sweet Mountain (mild).....	.10	.35
Large Bell (hot).....	.10	.35
Red Cayenne10	.35
Pimento (very mild).....	.10	.35
Ruby King10	.35

PEPPERS ARE INDISPENSABLE
FOR SEASONING SOUPS AND
MEATS; ALSO FOR PICKLING



Sweet Mountain Pepper



Thomas Laxton Peas

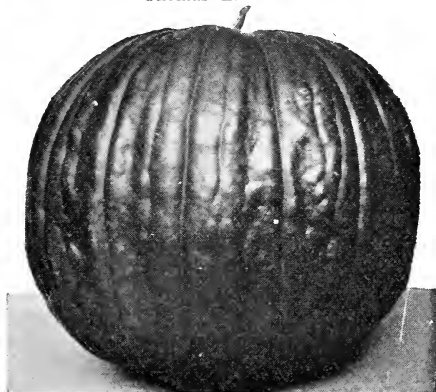
PEAS
DESERVE
A PLACE
IN EVERY
HOME
GARDEN

PLANT
ROCHELLE
QUALITY
SEEDS



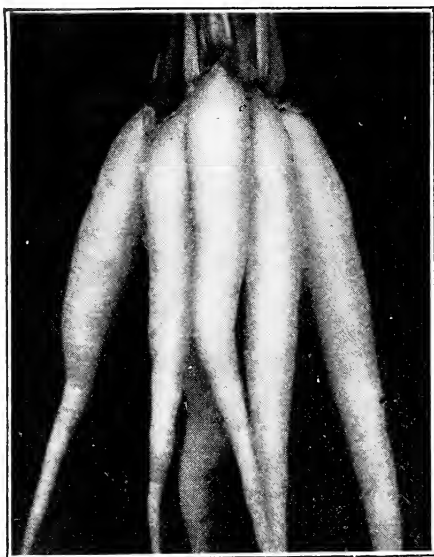
Alaska Peas

PEAS (Smooth Varieties)	Pkt.	½ Lb.	1 Lb.	2 Lbs.
First and Best (early).....	.10	.20	.40	.75
Alaska (early)10	.20	.40	.75
(Wrinkled Varieties—Dwarf)				
Premium Gem (early).....	.10	.20	.40	.75
Little Marvel (early).....	.10	.20	.40	.75
Daisy—Dwarf Telephone.....	.10	.20	.40	.75
American Wonder (early)....	.10	.20	.40	.75
Nott's Excelsior (early).....	.10	.20	.40	.75
(Half Dwarf Wrinkled Varieties)				
Thomas Laxton10	.20	.40	.75
Gradus10	.20	.40	.75
Potlatch10	.20	.40	.75
(Tall Growing Wrinkled Varieties)				
Champion of England.....	.10	.20	.40	.75
Telephone10	.20	.40	.75
(Tall Smooth Varieties)				
Large White Eye Marrowfat .10	.20	.40	.75	
Large Black Eye Marrowfat .10	.20	.40	.75	
Dwarf Gray Sugar.....	.10	.20	.40	.75

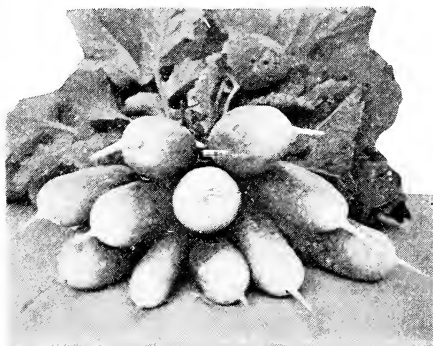


Giant Mammoth Pumpkin

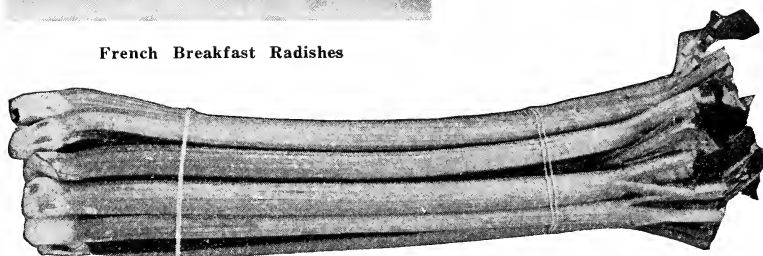
PUMPKINS	Pkt.	Oz.	½ Lb.	1 Lb.
Japanese Pie05	.10	.55	1.00
Small Sweet or Sugar.....	.05	.10	.45	.85
Large Yellow or Conn. Field .05	.10	.45	.85	
Giant Mammoth (yellow)....	.05	.10	.65	1.25
Mammoth Tours05	.10	.55	1.00



Lady Finger Radishes

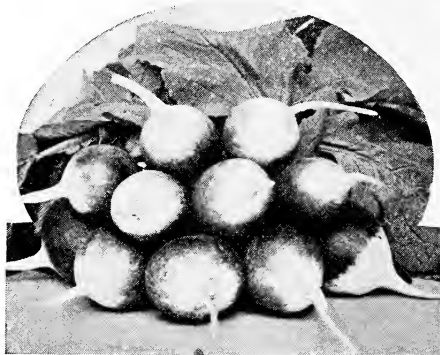


French Breakfast Radishes



Rhubarb

RADISHES	Pkt.	Oz.	½ Lb.	1 Lb.
Early Scarlet Turnip.....	.05	.10	.55	1.00
Early Scarlet Turnip—				
White Tipped05	.10	.55	1.00
Sparkler05	.10	.55	1.00
French Breakfast05	.10	.55	1.00
Half Long (scarlet).....	.05	.10	.55	1.00
White Stuttgart05	.10	.55	1.00
Crimson Giant Globe.....	.05	.10	.55	1.00
Lady Finger (White Vienna)....	.05	.10	.55	1.00
Chartier05	.10	.55	1.00
Icicle05	.10	.55	1.00
(Winter Varieties)				
Long Black Spanish.....	.05	.10	.55	1.00
Rose China05	.10	.55	1.00
White Chinese05	.10	.55	1.00



Early Scarlet Turnip Radishes

RHUBARB	Pkt.	Oz.
	.05

SALSIFY	Pkt.	Oz.
Mammoth Sandwich Island.....	.05	.15

SPINACH	Pkt.	Oz.
New Zealand.....	.05	.10
Thick Leaved05	.10

SQUASH	Pkt.	Oz.
Table Queen.....	.10	.20
Hubbard05	.10
Golden Hubbard.....	.05	.10
Crookneck, summer05	.10
White Bush.....	.05	.10
Golden Custard05	.10

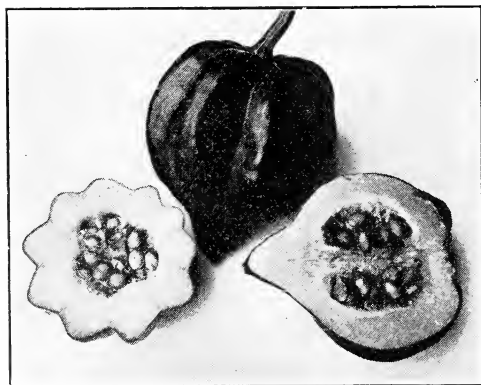


Table Queen Squash



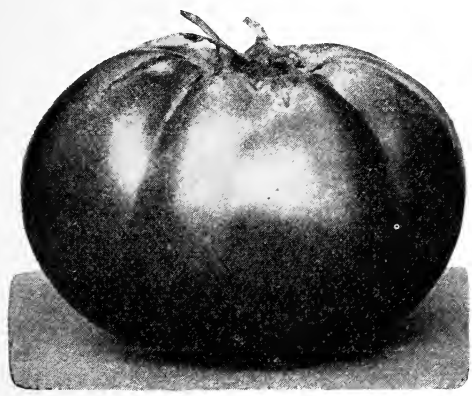
Thick Leaved Spinach



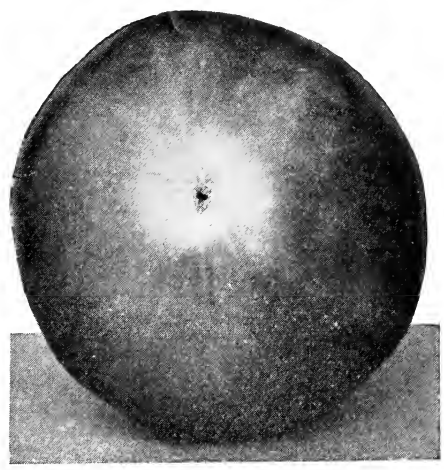
Salsify

SUNFLOWER	Pkt.	½ Lb.	1 Lb.
Large Russian05	.15	.25

HERBS	Pkt.	½ Lb.	1 Lb.
Sage10
Caraway10
Lavender10
Sweet Marjoram10
Sweet Fennel10
Thyme10



Golden Ponderosa Tomato



Livingston Globe Tomato

REMEMBER
You want lots
of tomatoes for
slicing, cooking
and canning.

TOMATOES	Pkt.	¼ Oz.	½ Oz.	1 Oz.
Earliana (earliest)05	.15	.25	.40
John Baer05	.15	.25	.40
Chalk's Early Jewel.....	.05	.15	.25	.40
June Pink05	.15	.25	.40
Livingston's Globe05	.15	.25	.40
Dwarf Stone05	.15	.25	.40
Dwarf Champion05	.15	.25	.40
Golden Ponderosa05	.15	.25	.40
Beefsteak05	.15	.25	.40
Ponderosa05	.15	.25	.40
Husk05	.15	.25	.40

TURNIP	Pkt.	Oz.	½ Lb.	1 Lb.
White Milan05	.10		
White Globe05	.10	.40	.75
Strap Leaved05	.10	.40	.75

RUTABAGA	Pkt.	Oz.
American05	.10
White Swede05	.10

TOBACCO	Pkt.	Oz.
Seed Leaf (Conn.).....	.05	.40



White Globe Turnip



American Rutabaga



Tobacco

WIZARD BRAND
SHEEP
MANURE

For Vegetable Gardens

The best manure
you can use. It's just
what nature needs to
make big, strong,
healthy plants. Dig it
deeply into garden
soil. Rake it into top
soil before planting
seed in rows or hills.
Ten pounds for each
100 square feet is all
you require.

FLOWER SEEDS

Everybody Loves Flowers

Flowers are inexpensive. If you select the right kind, they are as easy to grow as weeds, but everyone is not familiar with the kind of flower seed to buy to make the quickest and most satisfactory showing. We are pleased, however, to offer a very choice list of the most popular and easily grown flower seeds. They are strictly fresh, new crop and the very best obtainable.

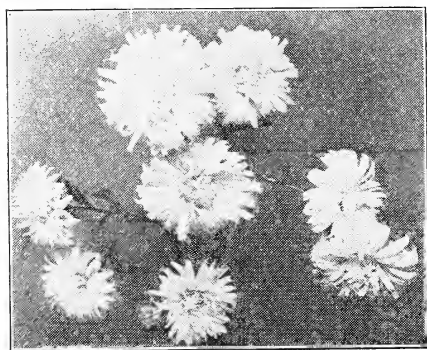
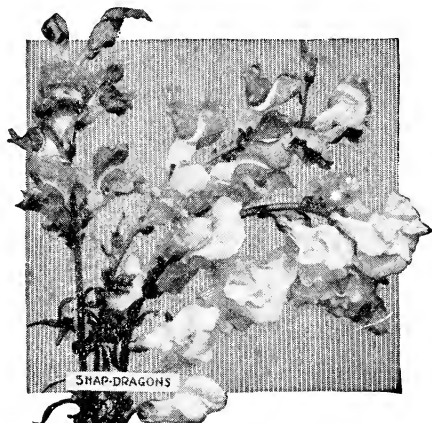
ANNUALS are those flowers that bloom and ripen their seed the first year and then die. Among these are the asters, balsams, mignonette, sweet peas, nasturtiums, morning glories, and many other very brilliant and fragrant varieties.

BIENNIALS from seed generally bloom the second year, then die. Some varieties, if planted early, bloom the first year; therefore are treated as annuals.

PERENNIALS are those that endure our long winters with little or no protection and live and bloom several years in succession. A large majority of the perennials will bloom the first year if started early in the spring. Hollyhocks, columbine, larkspur, foxglove, poppies, etc., are in this class.

ALL FLOWERS SENT POSTPAID UPON RECEIPT OF PRICE

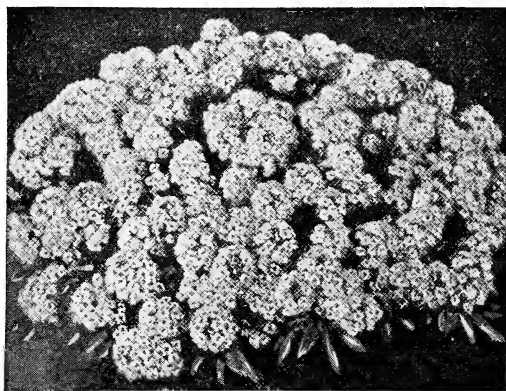
	Pkt.
AGERATUM	
Imperial Mixed05
Mexicanum05
AMARANTHUS (mixed)05
ANTIRRHINUM—Snapdragon (mixed)05
ALYSSUM	
Little Gem05
AQUILEGIA—Columbine	
Single (mixed)05
Yellow05
Coerulea (Rocky Mountain).....	.10
Long Spurred (mixed).....	.15
ASTERS	
Hohenzollern (mixed)10
American Beauty (mixed).....	.10
Improved Crego (mixed).....	.10
Royal (purple)10
Queen of the Market (earliest).....	.10
Lavender Gem (lavender).....	.10
Snowdrift (white)10
Rosy Morn (rose).....	.10
Heart of France (red).....	.10
Cardinal10
Improved Mixed10
Violet King (violet).....	.10
Giant Comet (mixed).....	.10
Improved Victoria (mixed).....	.10
Crimson Giant10



Lavender Gem Asters



Royal Purple and Snowdrift Asters



Alyssum

BALSAM		Pkt.
Camelia Flowered (double).....		.05
BELLIS PERENNIS05
BEANS, SCARLET RUNNER.....		.05
BALLOON VINE (Annual).....		.05
CANNA05
CENTAUREA—CYANUS (Bachelor Button).....		.05
CENTAUREA—GYMNOCARPA (Dusty Miller).....		.05
CELOSIA—COCKSCOMB		
Thompsoni05
Empress05
President Theirs05
Dwarf Mixed05
CHINESE WOOLFLOWER05
CALENDULA (mixed)05
CALLIOPSIS05
CANDYTUFT		
Giant Hyacinth Flowered.....		.05
CLARKIA		
Double Mixed05



Celosia—Cockscomb



Gladioli

COBAEA SCANDENS		Pkt.
(Climber)05
CHRYSANTHEMUM (Annual).....		.05
CARNATION		
Marguerite10
Red Grenadine10
White10
CARDINAL CLIMBER (Rapid Grower).....		.05
CYPRESS VINE (Tender Annual).....		.05
CANARY BIRD VINE (Yellow Flowers)05
COSMOS—Dwarf05
Mammoth05
Double Crested.....		.05
COREOPSIS		
Lanceolata (yellow).....		.05
CAMPANULA—CANTERBURY BELL		
Cup and Saucer.....		.05
Double or Single.....		.05
DELPHINIUM—Perennial		
Belladonna10
Hyacinth Flowered05
CASIOR BEANS05
ESCHOLTZIA (California Poppy)05
SINGLE DAHLIA05
DAISY SHASTA (Perennial).....		.05
FOUR O'CLOCKS (Mixed).....		.05
FORGET-ME-NOT (Perennial).....		.05
GAILLARDIA—Blanket Flower05
DIGITALIS—Fox Glove (Biennial)05



Cosmos



Gourds

GLADIOLI BULBS, per dozen.....	.50
GOSETIA (Satin Flower).....	.95
GOURDS	
Dish Cloth	Pkt. .05
Sugar Trough05
Bottle05
Apple Shaped05
Dipper05
Hercules Club05
Nest Egg05
Pipe05
Pear05
GYPSOPHILA—Baby Breath	
White05
Pink05
HELIOTROPE (Mixed Varieties).....	.05
HELICHRYSUM—Straw Flower05
GOMPHRENA—Everlasting05
HUMULUS JAPONICUS—Japanese Hops05
HOLLYHOCKS—Double (Mixed).....	.05
Single (mixed)05



Hollyhocks



Masterpiece Pansies

PYRETHRUM (Perennial)	Pkt. .05
SCHIZANTHUS—Butterfly	
Flower	.05
SALVIA	
Splendens	.10
Bonfire	.10

SWEET WILLIAM	Pkt.
Single	.05
Double	.05

SUMMER CY-	
PRESS—Fire	
Bush	.05

SALPIGLOS-	
SIS	.05

SWEET PEA	Pkt. Oz.
Royal	
Mixed	.05 .10
Spencer	
Mixed	.10 .15

SUNFLOWER	
Double	.05 .10

SWEET SCAB-	
IOSA—Pin	Pkt.
Cushion	.05

STOCKS	
(Double	
Mixed)	.10

VINCA	.05
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VERBENA	
Purple	.05
Pink	.05
Scarlet	.05
White	.05
Mixed	.05

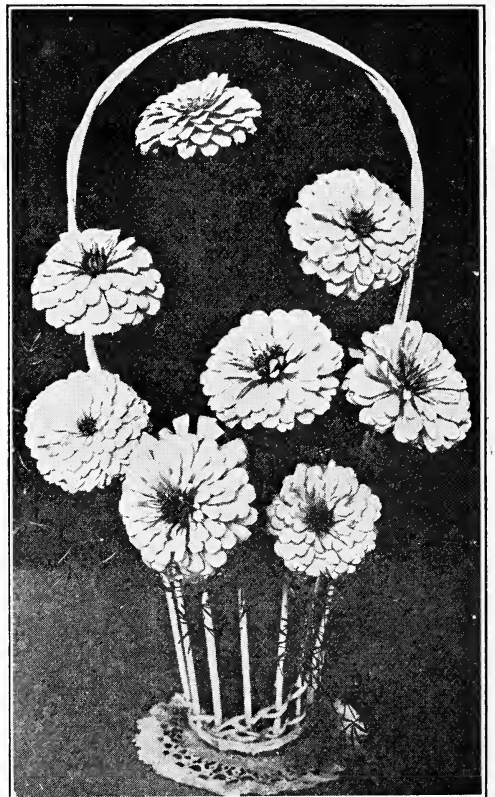
XERANTHEMUM—Everlasting	.05
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ZINNIA—Dahlia Flowered	
Exquisite (Rose)	.15
Golden State (Yellow)	.15
Crimson Monarch (Red)	.15
Oriole (Orange)	.15
Dahlia Flowered (Mixed)	.15
Red Riding Hood (Dwarf)	.10



Poppies

IPOMOEA—Moonvine	Pkt.	NICOTIANA	Pkt.
Grandiflora	.05	PANSIES	.05
Setosia—Brazilian Moon		Ideal Mixture	.10
Flower	.05	Prize Giant	.10
Rubro Coerulea or		Trimardeau	.10
Heavenly Blue	.05	Masterpiece	.10
JAPANESE MORNING		PENNISSETUM	.05
GLORY	.05	PORTULACE—Moss Rose	
JOB'S TEARS	.05	Double	.10
LOBELIA	.05	Single	.05
KUDZU VINE—(Peren-		PETUNIAS	
nial)	.10	Rosy Morn (Pink)	.05
LUNARIA (Annual)	.10	Balcony Blue (Indigo)	.10
LANTANIA	.05	Single (mixed)	.05
LATHYRUS LATIFOLUYS		PHLOX	
—Hardy Sweet Pea	.10	Drummondii	.05
MARIGOLD		Star	.05
Tall African	.05	Carmine	.05
Dwarf French	.05	Rose	.05
LAVANDULA—English		Mixed	.05
Lavender	.10	PINKS	
LARKSPUR (Annual)		Chinensis	.05
Dark Blue	.10	Plumarius	.10
Branching Pink	.10	Heddewigi	.05
White	.10	Mixed	.05
Carmine	.10	POPPIES	
Rocket	.10	Shirley	.05
LUPINUS	.05	Iceland (Perennial)	.05
MIGNONETTE	.05	Oriental (Perennial)	.05
NASTURTIUM	Pkt. Oz.	Double Mixed	.05
Dwarf	.05 .10	Double Carnation	.05
Tall	.05 .10		



Zinnias



To Our Customers and Friends

Twenty years ago we began curing Seed Corn for the public. The continued growth of our business and the fact that we are still supplying the same customers that we began with years ago, are ample proofs of the quality of our Seed Corn. We are pleased to announce that we have an extra large supply of good Seed Corn to offer this year. We have also added two new varieties for you to select from.

To new customers we will say that our corn is hand picked from the field and is placed in our curing room before cold weather. All our corn is grown within a radius of 5 or 6 miles of Rochelle and we handle no other, therefore we guarantee all corn we put out.

Our prices are as low as is consistent with the quality of corn we have to offer. We wish to impress on your mind that we are quoting you SEED

CORN HAND PICKED, hand sorted and cured by our cold air process which we consider far superior to heat drying methods. Each individual ear is inspected, then tipped, shelled and graded ready for the edge drop planter. We do not select fancy ears and sell them at an advanced price. We prefer leaving them in the shelled corn, making that as high grade as possible. Therefore do not ask us for Ear Corn.

Yes, we are still growing and selling seed corn, the best that can be procured for your locality. For 20 years we have been curing seed corn by our own cold air method, and have never failed to produce high germinating seed. The high quality of our Seed Corn, and careful attention to our customers' interests has made us many friends who come back to us every year, depending on the Rochelle Seed Co., to take care of their requirements because they know they are safe.

PRICES

All Seed Corn Shelled and Graded per bushel \$4.00 F. O. B. Rochelle, Ill., no charge for bags.

OUR GUARANTEE

Is as strong as any firm can make it. We give ten days in which to test our corn, and if you are not satisfied with it, return it at our expense. We demand the money with the order, but we give every buyer the privilege after he buys anything from us to say whether or not it is worth the money, and if you think not, fire the stuff back to us and get your money. Better still, come to our seed house, you will then see how we handle our corn. We also have many other lines of seed that will interest you.

FREE STORAGE

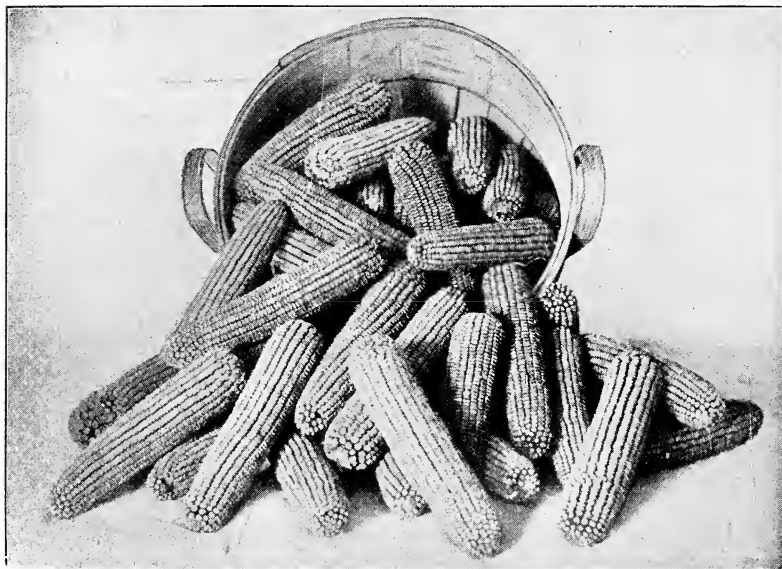
Many of our customers order their corn in the winter and ask us to hold it until toward spring for them. We are glad to do this and make no charge for same. By this plan you can order your corn in January, have it shipped the latter part of March. You are sure of your seed and do not have to take care of it during the cold winter months when there is danger of it getting damaged by the weather.

We frequently sell out of one or two varieties long before we sell out of the others and by getting your order in early you are sure of not being disappointed. We never substitute varieties. If we are out of what you order we always tell you so and let you decide whether you want your money back or want another variety which we have left.

TERMS

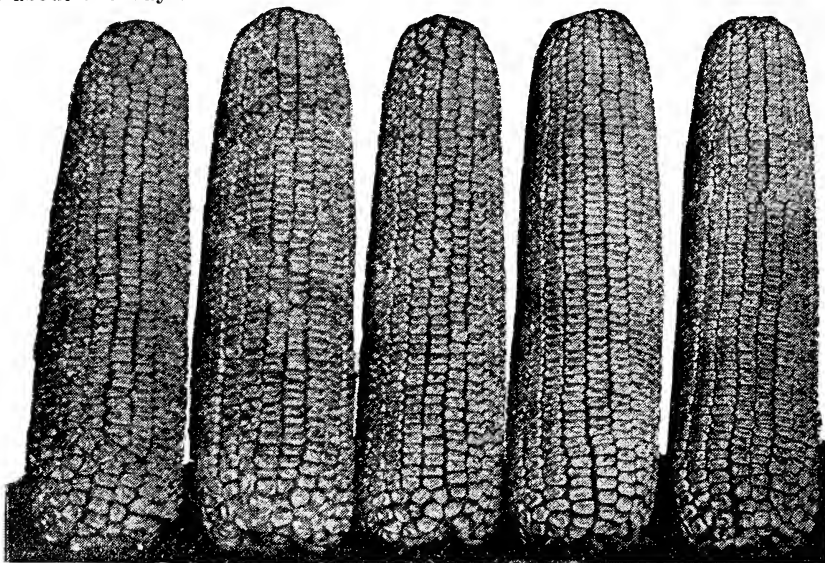
Cash to accompany all Seed Corn Orders. Delivered F.O.B. Rochelle, Illinois. No charge for bags. Ten days given purchaser after delivery of seed to test same, and if test proves below 90 per cent germination, corn may be returned and purchase money will be refunded.





Reid's Yellow Dent

Reid's Yellow Dent is unquestionably the greatest variety of corn ever developed for the corn belt. The corn we have to offer has been grown in this locality until it is no longer straight Reid's, but fully ten days earlier than the straight Reid's Corn, having matured this year as early as the Carmichael's Choice and we consider it perfectly safe for this locality. It matures in about 110 days.



Carmichael's Choice

Carmichael's Choice During the past few years there has been an ever increasing demand for earlier varieties of corn. This we have in Carmichael's Choice. Although it is early, it is by no means small like the early corns. It is very prolific and a hardy grower. The cob is a trifle large but carries a deep grain; will mature easily in 100 days. This is the best shelling corn we know of, and has been grown in this locality for years.



We would be mighty glad if you would give our plant a personal inspection and see for yourself how we handle our seed corn. Many do so each year and state: "I had no idea that you took so much care in getting out your seed corn." Many come expecting to buy ear corn, but after going through and seeing for themselves how it is handled, they will have nothing but shelled and graded seed. They see what they are getting and know it is good. We have nothing to hide. We are proud of our corn. We welcome you to visit our plant and inspect our business.

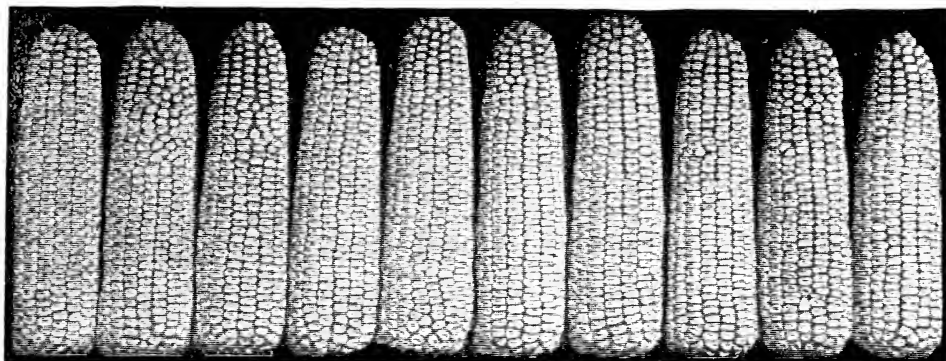
Be sure and treat your corn with Semesan Jr.

Number 10

If you are looking for a real early corn you will find our Number 10 a few days earlier than Carmichael's Choice; with good corn weather this corn will mature in 90 days. We have many growers who will grow nothing else as they are getting 50 to 60 bushels per acre of sound quality. This is by no means small corn, and a splendid shelling corn, 70 lbs. frequently shelling 61 to 63 lbs. of the highest grade corn. A general favorite among the feeders, who appreciate a good sound corn.

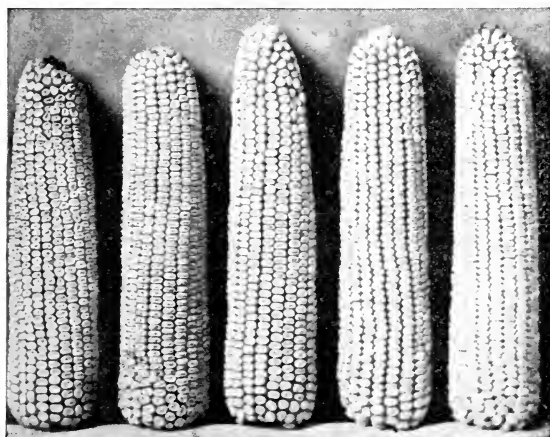


Number 10—Yellow



Silver King No. 7

Silver King or No. 7 For a number of years we have been breeding this early white corn in order to meet the demands from those who prefer to grow an early white corn instead of yellow. We have tested this variety of corn both for its early maturity and for its high yielding qualities, to our satisfaction, and do not hesitate to recommend No. 7 to anyone looking for a good early white corn. Original seed came from Agricultural College of Wisconsin several years ago and is thoroughly acclimated and somewhat larger than when we began with it, but it still retains its earliness, maturing in 90 days of good corn weather.

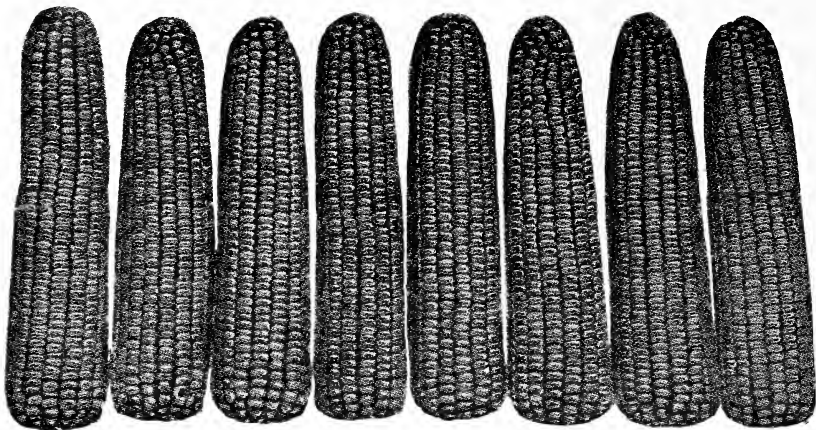


Keck's White

Keck's White

This variety of corn is too well known among growers of white corn to require any description from us. To those who have never tried our seed will say we know what this corn is. We have tried it under all conditions and always find it "delivers the goods." It will fill the requirements for a profitable white variety as any we have ever raised and we offer it to our customers, knowing that they will find it all we claim. This corn is a vigorous grower, early maturing, cob pure white. Ears are 9 to 11 inches in length, 18 to 20 rows of pure white corn; will get out of way of frost in about 105 days. There is more of the Keck's White grown in this locality than all other white varieties.

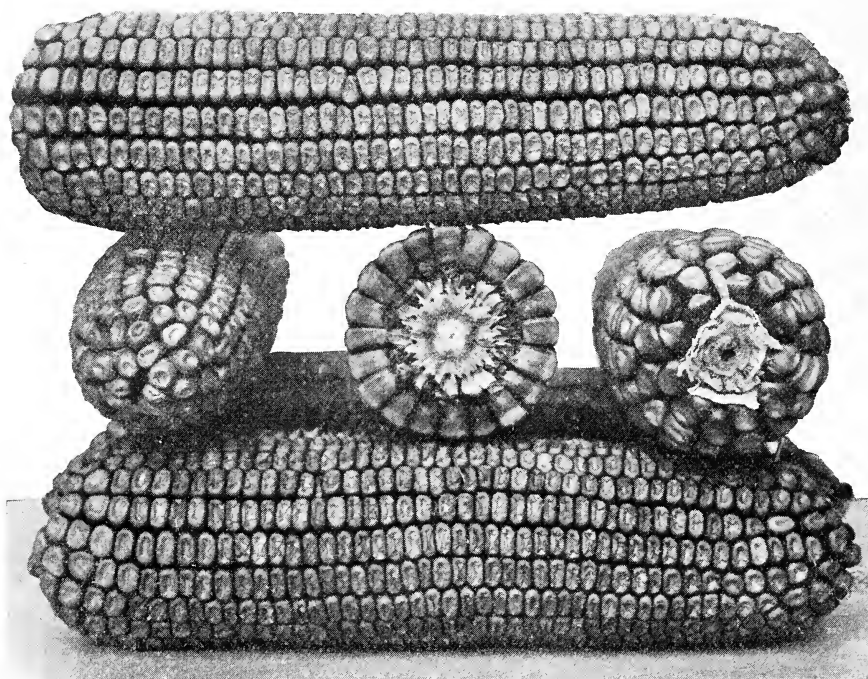
Be sure to treat your seed corn with
Semesan, Jr.



Golden Glow

Golden Glow

This is the famous Golden Glow of Wisconsin, large variety and cold resisting. Our stock of this famous corn came direct from Wisconsin last year and was grown in Ogle County this year. To those wanting a very early corn for early feeding, we recommend this corn. Matures in about 85 days.



Western Plowman

Western Plowman

Western Plowman was originated by Wm. Green and Wm. Webb of Will County. This corn has proven to be one of the best yielding varieties for Northern Illinois. We especially recommend this variety to our Northern Illinois and Iowa customers. It is a deep yellow corn. The ears are more cylindrical than tapering. It has a very high percentage of shelled corn to cob and it matures in about 110 days. We have the pure strain.

Special White Seed Corn Notice!



To Our Customers and Friends:

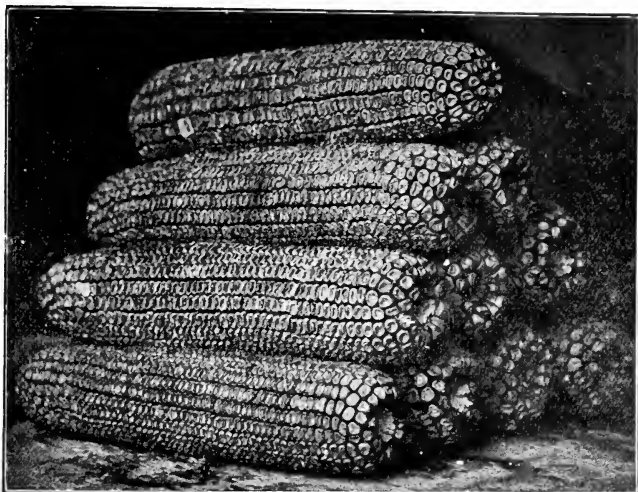
We feel it our duty to help our customers and friends in whatever way possible. White corn has been worth from 2c to 10c per bushel on the market over yellow corn of equal grade during the past year, 1930. Now it seems to us one should arrange their acreage so as to have at least part white corn, if not all. We have some of the choicest varieties of white seed corn. Give us your order early and you will be sure of having it at planting time.

ROCHELLE SEED COMPANY.

Krug's

Krug's corn was developed by Geo. Krug of Minonk, Illinois. It was selected from a strain of Reid's Yellow Dent. Although this corn has been on the market less than seven years it is the most famous and best advertised corn since Reid's Yellow Dent. It is high yielding, medium maturing, and exceptionally free from disease. We have the pure strain of Krug's yellow dent corn. It matures in about 110 days.

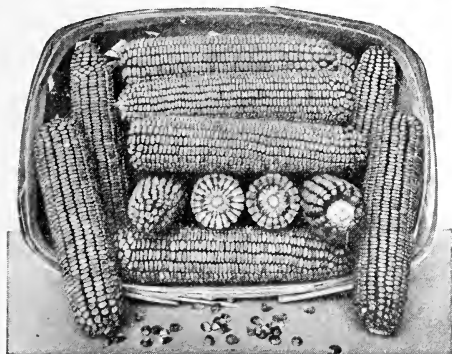
Be sure and treat your corn with
Semesan Jr.



Krug's Corn

Will County Favorite

This corn was developed by Wm. Webb of Will County, Illinois. It is a very famous variety of yellow corn and is noted for its uniformity, deep kernel, and high yielding qualities. This corn has been grown near Rochelle, Illinois, for the last three years and has proven to be a very popular variety. Will mature in about 110 days.



Will County Favorite

We Specialize in Seed Corn

Hand picked from the field—read our guarantee on page 13.

SEED CHART

SEED	Wt. per Bu.	Lbs. per Acre	Time of Seeding
ALFALFA	60	15-20	April, May-August, September
ALSIKE	60	8-10	February, June-August, November
BARLEY	48	72-96	April-June
BLUE GRASS	14	30-35	April, June-August, September
BUCKWHEAT	48	48-60	May-June
CANE, Fodder	50	60-65	May-June
CORN	56	8-10	May-June
CORN, Ensilage	56	30-35	May-June
CORN, Sweet	46	10-15	May-July
CLOVER, Burr	10	15-20	August, November
CLOVER, Crimson	60	15-20	July- September
CLOVER, Japanese	25	15-25	February, May
CLOVER, Red	60	10-12	February, April-August, November
CLOVER, Sweet	60	20-30	April, May-August, September
CLOVER, White	60	6-8	April, June-August, October
KAFFIR	56	20-30	May-June
LAWN GRASS	25	100-150	April, June-August, October
MEADOW FESCUE	24	25-35	April, May-August, September
MILLET, German	50	40-50	May-July
MILLET, Hungarian	48	40-50	May-July
MILLET, Japanese	35	25-40	May-July
OATS	32	50-75	March-May
ORCHARD GRASS	14	20-25	April, May-August, September
PEAS, Canada, Broadcast	60	90-120	February, April
PEAS, Cow, Broadcast	60	90-120	May-August
PEAS, Cow, Drilled	60	60-70	May-August
PERMANENT PASTURE	25	20-30	April, June-August, October
RAPE, Dwarf Essex	56	6-10	April-August
RED TOP, Solid	32	8-12	April, June-September, November
RED TOP, Unhulled	14	20-30	April, June-September, November
RYE, Winter	56	70-90	September-November
RYE, Spring	56	50-65	March-May
RYE GRASS	24	25-35	April, June-August, October
SOY BEANS, Broadcast	60	60-90	May-August
SUDAN	40	4-25	April-June
TIMOTHY	45	8-12	April, June-August, November
VETCH, Spring	60	50-70	March-May
VETCH, Winter	60	30-50	August-November
WHEAT	60	90-120	September-October

FARM SEEDS

Important! The prices named herein on Farm Seeds are those prevailing at the time this Catalog goes to press and are subject to market fluctuations. As values usually advance on many items during the season, it will be to your advantage to order early. While we reserve the right to change these prices when the market warrants a change, we shall maintain these prices as long as possible.

BARLEY

Oderbrucker Type Barley. Write for prices.

Velvet Barley. Write for prices.

CANE SEED or SORGHUM—10 lbs. or less, 10c per lb. postpaid. Containers at value.

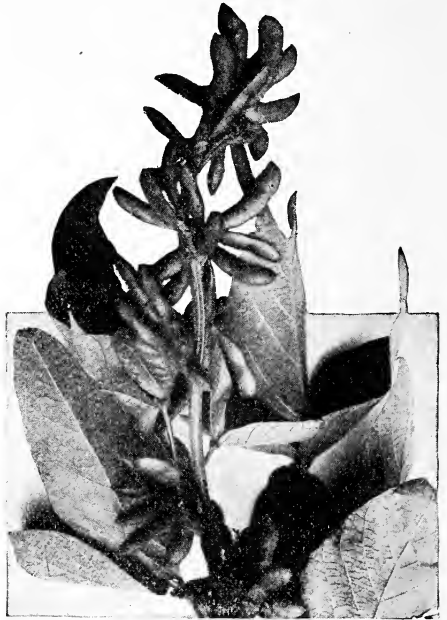
KAFFIR CORN—10c per lb. postpaid. Write for prices on larger quantities.

SEED WHEAT—SPRING

New Progress. Write for prices.

DWARF ESSEX RAPE—1 lb. 15c, 5 lbs. 65c, 10 lbs. \$1.25 postpaid. Buyers expense 100 lbs. \$9.00, 25 lbs. or over filled at 100-lb. rate. For 25 lbs. or under add 15c for cotton bags, larger quantities add 35c for grain bags.

SOY BEANS. Write for prices.



Soy Beans

ALFALFA

Northwestern Grown. Write for prices.

Montana Registered Grimm. Write for prices.



Northwestern Grown Alfalfa

CLOVER SEEDS—Write for prices.

Grundy County Sweet Clover.

Tall White Blossom Sweet Clover.

Yellow Blossom Biennial Sweet Clover.

Alsike Clover.

Medium Red Clover.

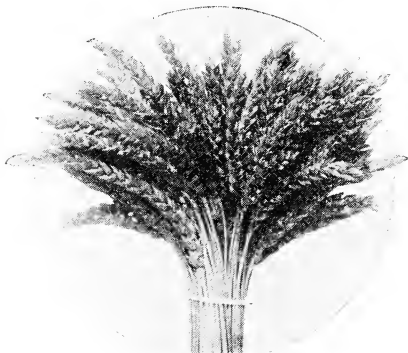
Mammoth Red Clover.

Be sure and use Nodogen.

Cyclone Seed Sower
\$2.00 Each



Medium Red Clover



Kanred Winter Wheat

GRASS SEEDS—

Write for prices.

Timothy

Millet

Sudan Grass

WINTER RYE—

Write for prices.

WINTER WHEAT

—Write for prices.

Kanred

OATS—Write for

prices.

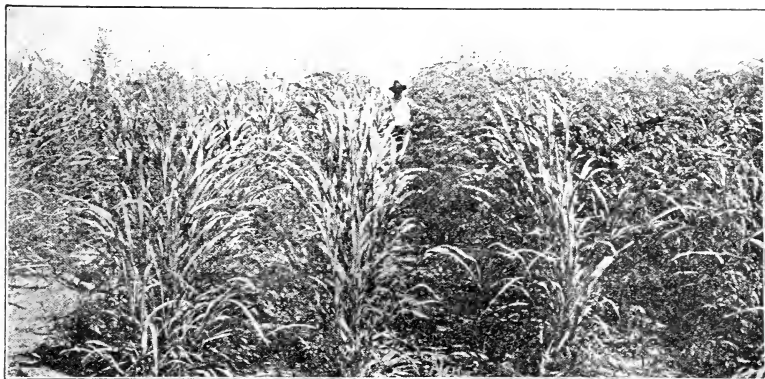
Iowar White

Russian Yellow



Get Our Prices on Field Seeds and Grasses

We are wholesalers and retailers of clover seed of all kinds, including timothy seed, soy beans, wheat, corn, oats, barley and rye. You will do well to obtain our prices before buying elsewhere and if you have any of the above commodities to sell, you will do equally as well to get our prices on same, as we pay top prices on seeds and grain at all times, quality considered.



Sudan Grass

Nodogen

JELLY FORM

Inoculation for all Clovers, per bu.....	\$.50
Inoculation for Soy Beans, per bu.....	.35
Inoculation for Soy Beans, five bushels.....	1.25

Lawn Grass

IDEAL LAWN GRASS—1 lb. 45c, 5 lbs. \$2.00 postpaid.

Ask for prices on larger quantities.

WHITE DUTCH CLOVER— $\frac{1}{2}$ lb. 30c, 1 lb. 55c postpaid.

Ask for prices on larger quantities.

KENTUCKY BLUE GRASS—50c per lb. postpaid. Ask for prices on larger quantities.



Iowa White Oats

Notice!

OUR MOTTO—PROMPT SERVICE

Remember when you place your order with the ROCHELLE SEED CO. for garden and flower seeds, your order will be filled and mailed to you the same day we receive it.



Have a Beautiful Lawn—Sow Rochelle Quality Seed

DU BAY SEED DISINFECTANTS

CERESAN—A dust disinfectant for Wheat, Oats, Barley and certain other cereals. 8-oz. tin 50c, 1-lb. tin 75c, 5-lb. tin \$3.00, 25-lb. pail \$12.50, 100-lb. drum \$49.00, 300-lb. drum \$144.00.

SEMESAN—A general disinfectant for many vegetable and flower seeds or bulbs, and certain plant diseases. 2-oz. tin 50c, 1-lb. tin \$2.75, 5-lb. tin \$13.00, 25-lb. pail \$56.25, 100-lb. drum \$220.00, 300-lb. drum \$645.00.

SEMESAN JR.—A dust disinfectant for Seed Corn. 4-oz. tin 50c, 1-lb. tin \$1.75, 5-lb. tin \$8.00, 25-lb. pail \$31.25, 100-lb. drum \$120.00, 300-lb. drum \$345.00.

SEMESAN BEL—An instantaneous dip disinfectant for Seed Potatoes. 4-oz. tin 50c, 1-lb. tin \$1.75, 5-lb. tin \$8.00; 25-lb. pail \$31.25, 100-lb. drum \$120.00, 300-lb. drum \$345.00.

DU BAY SEED DISINFECTANTS are poisonous and owing to present Postal Regulations cannot be sent through the mails but must be sent by express or freight.

PHENOL, the best known germicide. As a healing powder it has no equal. 1-lb. can 25c, 25-lb. pail \$3.50, 100 lbs. \$7.00.

WIZARD BRAND SHEEP MANURE—Prices postpaid. 2-lb. carton 20c, 5-lb. carton 35c, 10-lb. carton 65c, 25-lb. bag \$1.00, 50-lb. bag \$1.90. Packages called for at Seed House or sent by freight at the following prices: 25-lb. bags 70c, 50-lb. bags \$1.35.

VIGORO—Specially prepared plant food. 25 lbs. \$1.75, 50 lbs. \$3.00, buyer's expense.

WE HANDLE ARMOUR'S BIG CROP COMMERCIAL FERTILIZER. Ask for prices.

SODIUM CHLORATE—For extermination of Canada Thistle, Quack Grass, Wild Morning Glory, Poison Ivy and Burdock. Ask for prices.

PETUNIAS

The Rochelle Flower

Petunias are delightful in a sunny spot, developing into bushy plants completely covered with charming flowers in a most complete range and nearly all with a delicate fragrance.

Plant in rows or masses in the garden for brilliant effect. Seeds are very small and should be covered very lightly. Rosy Morn and Balcony Blue make a lovely combination for window boxes.

25c
COUPON

25c
COUPON

Profit Sharing Coupon

Worth 25 Cents on All Orders of \$2.00 or Over

IF YOUR ORDER FOR

Vegetable and Flower Seeds

Amounts to \$2.00 or Over Deduct 25c for this Coupon

For this Coupon and \$1.75 you may select Vegetable or Flower Seeds to value of \$2.00

Be sure to enclose this profit-sharing coupon with your order if you deduct the 25 cents

This Coupon is Also Good if Presented at Our Store

Rochelle Seed Company

ROCHELLE, ILLINOIS

25c
COUPON

25c
COUPON

ROCHELLE SEED COMPANY, Rochelle, Illinois

AMOUNT ENCLOSED

Name_____

Postal Money Order_____

Post Office_____

Express Money Order_____

R. F. D. No. _____ Box No. _____ P. O. Box No. _____

Draft_____

Express or Railroad Co. _____ State _____

Check_____

Shipping point if different from Post Office_____

Stamps _____

Cash_____

Total_____

NOTICE—We give no warranty, express or implied, as to description, purity, productiveness or any other matter of any seeds or other goods we send out, and we will not in any way be responsible for the crop.

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From

P. O. State

ROCHELLE SEED CO.,

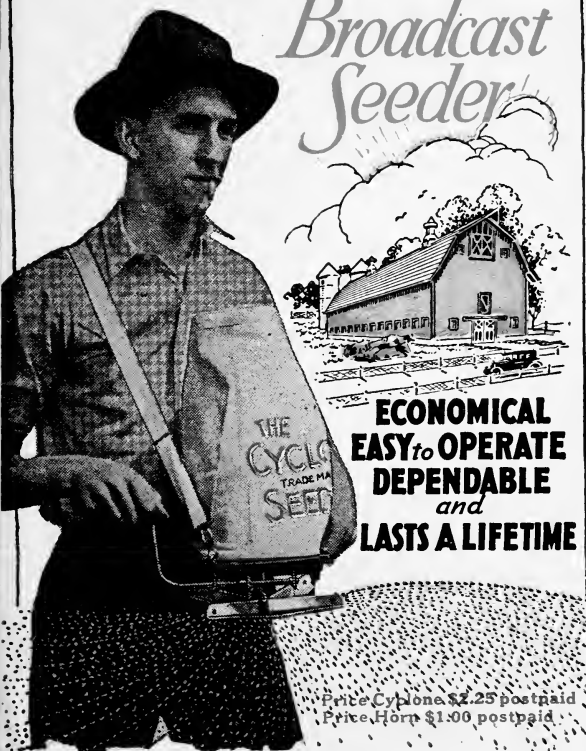


ROCHELLE,

ILLINOIS.

The **CYCLONE**

*The World's Standard
Broadcast
Seeder*

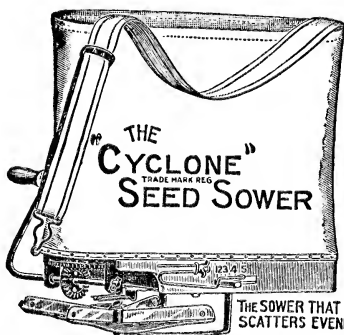


**ECONOMICAL
EASY to OPERATE
DEPENDABLE
and
LASTS A LIFETIME**

Price Cyclone \$2.25 postpaid
Price Horn \$1.00 postpaid

Sold By

ROCHELLE SEED CO.
ROCHELLE, ILLINOIS



The CYCLONE —Saves Valuable Seed

by even distribution. Uneven seeding is wasteful. The Cyclone will sow many acres per hour and any amount per acre. Does the work quickly—**Saves Labor.** It has been a success for more than 40 years. Many hundreds of thousands of Farmers in America, Canada, Europe and other countries have long relied on it for sowing clover, timothy, alfalfa, oats, wheat or any other seed that is sown broadcast.

Construction:— Its well known Double Feed: insures a unitorm flow of Seed. Slope Feed Board: keeps hopper properly filled. Feed Adjustment: is automatic and starts or stops flow of seed instantly. Distributing Wheel: scatters seed evenly. Throws equal amounts to equal distances on each side of operator.

For Price See Reverse Side

The "HORN" Seed Sower THE SECTIONAL TUBE STYLE Has Brass Seed Gauge—Patented

Will sow perfectly all small, smooth seeds like alfalfa, clover, timothy, etc., any desired amount per acre and you can rely on this perfect seed gauge. Easily operated. Fully Guaranteed.

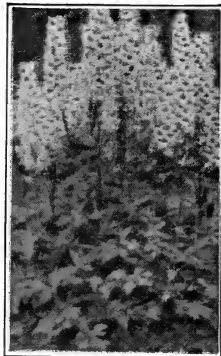
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For Price See Reverse Side

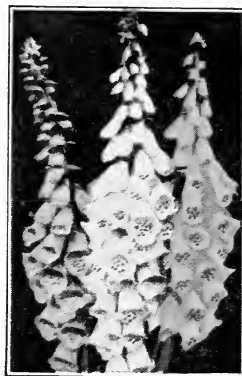




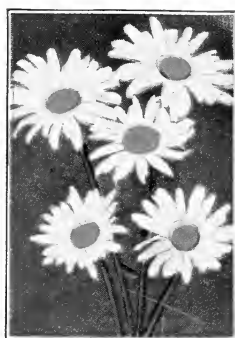
Aquilegia



Delphinium



Foxglove



Shasta Daisy



Coreopsis



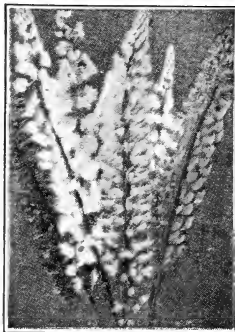
Gaillardia



Canterbury Bells



Gladioli



Lupinus



Salpiglossis

FLOWERS

Webster defines the word Garden as: "A piece of ground appropriated to the cultivation of herbs, or plants, fruits and flowers or vegetables." To some, a piece of ground means merely a pot of earth, to others a window box or two and to others more fortunate it comprises a city lot or it may be several acres in the country. Gardening is itself a profession for which one is "neither too high or too low." One of the thrills of gardening is watching new varieties develop and unfold. The varieties with which we are familiar are old friends which we welcome each season, but novelties are intriguing in their unknown quality.

In our opinion our duty does not end with selling you the best to be had in flower seeds. We feel that you are entitled to the benefit of our more than twenty years of experience in the handling of flowers.

Success with flowers as with vegetables depends on good seeds, proper soil, favorable weather, and thorough care.

VIGORO

A plant food especially prepared to furnish to grass, trees, shrubbery and flowers the elements necessary for maximum growth and beauty. It is highly concentrated, so care should be taken to apply evenly. Immediately after application is made, wet down thoroughly—taking care to wash off any Vigoro which may cling to leaf or stem.

25 lbs. \$1.75, 50 lbs. \$3; buyer's expense.



Sweet William



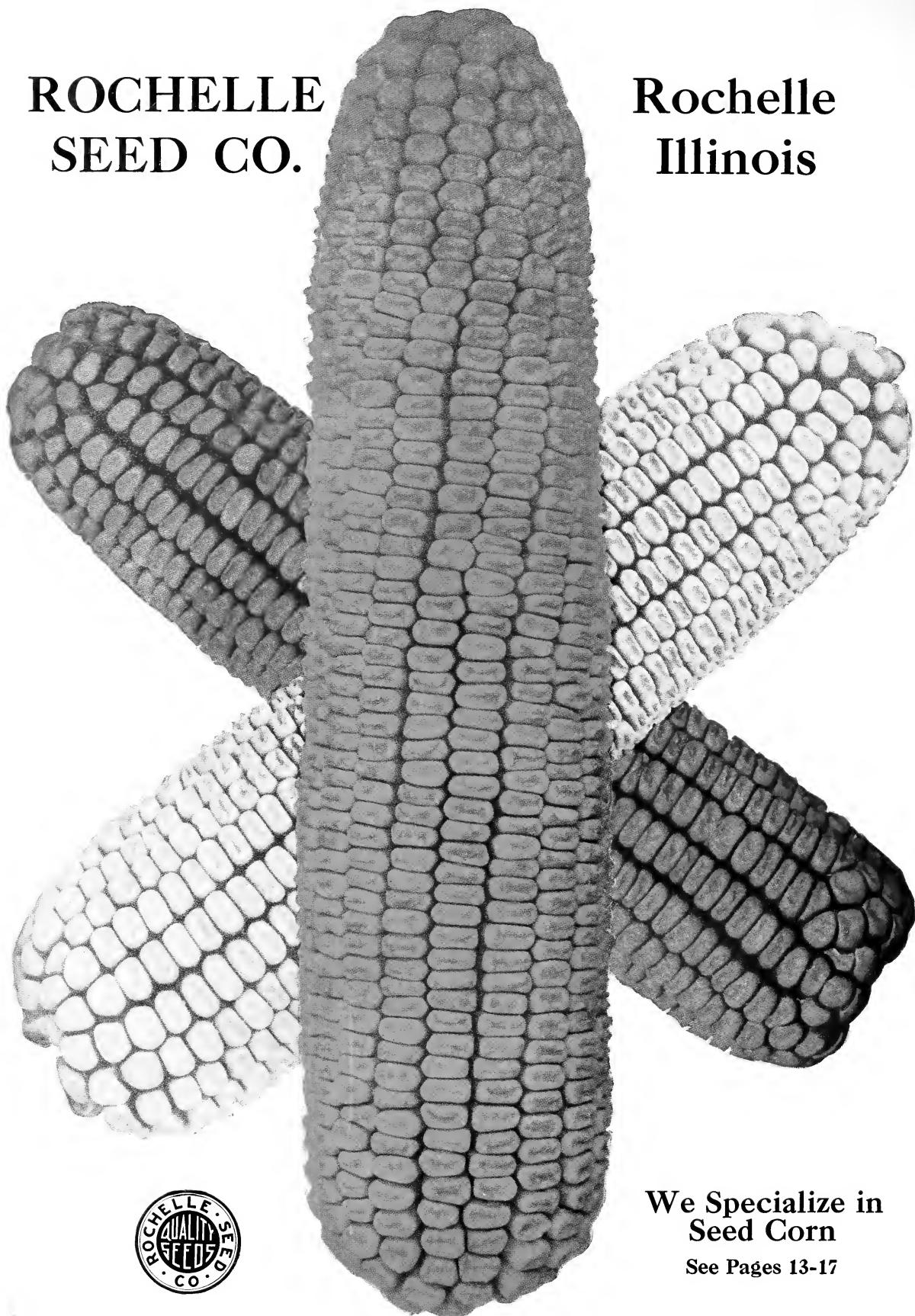
Iceland Poppy



Hardy Pinks

**ROCHELLE
SEED CO.**

**Rochelle
Illinois**



**We Specialize in
Seed Corn**

See Pages 13-17